

Wells, Rich, Greene, Inc. / 9 West 57th Street at 5th Avenue / New York, N.Y. 10019

March 6, 1989

Ms. Susan Jannetta
Brand Manager
Philip Morris
120 Park Avenue
New York, NY 10017

Dear Susan:

Per our conversation, the attached provides the creative strategies for the Dunhill Pack and Weber campaigns.

Please call with any questions or comments.

Cordially,



Rick Berger
Account Executive

cc: PM

WRG

T. Garguilo
L. Suwarna

L. Borow
I. Clarkson
L. Partrick

2043905491

Telephone: (212) 303-5000 / Telex: 239732 WRG UR